

Rep Order# 6815346 Ver# 2 Status Returned

Traffic Order# 101886

Printed: 05/21/2012 12:42 PM  
Last Received: 05/16/2012 11:28 AM  
Showing Buylines: All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) OCEGUERA FOR CONGRE  
Product OCEGUERA 4 CONGRESS  
Estimate# 1185  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
1010 WISCONSIN AVE,S  
SU.800, WASHINGTON, DC 20007  
Agency C/P1/P2/E 104/111/1185  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$135.00	10/02-10/08	2	1	2	\$270.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$275.00	10/02-10/08	3	1	3	\$825.00	
	3	TU-F,M	7A-9A	TODAY SHOW	:30	\$300.00	10/02-10/08	4	1	4	\$1,200.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$150.00	10/06-10/06	1	1	1	\$150.00	
	5	SU	8A-9A	MEET THE PRESS	:30	\$340.00	10/07-10/07	1	1	1	\$340.00	
	6	TU-F,M	9A-10A	TODAY SHOW II	:30	\$150.00	10/02-10/08	2	1	2	\$300.00	
	7	TU-F,M	10A-11A	TODAY SHOW III	:30	\$100.00	10/02-10/08	2	1	2	\$200.00	
	8	TU-F,M	11A-12P	RACHEL RAY	:30	\$100.00	10/02-10/08	2	1	2	\$200.00	
	9	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$150.00	10/02-10/08	2	1	2	\$300.00	
	10	TU-F,M	2P-3P	THE DOCTORS	:30	\$100.00	10/02-10/08	2	1	2	\$200.00	
	11	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$175.00	10/07-10/07	1	1	1	\$175.00	
	12	TU-F,M	3P-4P	DR. PHIL	:30	\$175.00	10/02-10/08	2	1	2	\$350.00	

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EC'd Yes

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Report Totals: 49 / \$13,280.00

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1010 WISCONSIN AVE, S  
SU 800, WASHINGTON, DC 20007  
Agency C/P1/P2/E 104/11/1185  
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---SALES MONTHLY TOTALS---

Oct 12: 49 / \$13,280.00  
Sales Totals: 49 / \$13,280.00  
Station Totals: 49 / \$13,280.00  
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$66,400	CATV 0%	KBLL 0%	KINC 0%	KLAS 26%	KSNV 20%
		KTNV 21%	KTUD 1%	KVCW 4%	KVMY 6%	KVVU 22%
		XXXX 0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
Demos RA35+

---CREDIT RISK---  
CASH IN ADVANCE